

## CLAIMS

### What is claimed is:

1. An method for implementing an employee loyalty program comprising:  
  
crediting an employee account with a first amount in response to the creation of a new customer account; and  
  
crediting the employee account with a second amount in response to the use of an existing customer account.
2. The method of claim 1, wherein the first amount is greater than the second amount.
3. The method of claim 1, further comprising:  
  
crediting the employee account with a third amount when the new customer account is used again.
4. The method of claim 1, wherein the employee account is redeemable for savings bonds.
5. The method of claim 1, wherein the employee account may be applied toward charitable donations.

6. The method of claim 1, wherein the employee account is redeemable for retail goods.
7. The method of claim 1, wherein the employee account is tracked according to an employee identification number.
8. The method of claim 1, wherein the employee account belongs to a retail employee.
9. The method of claim 8, further comprising:
  - crediting a supervisor account belonging to a supervisor of the employee when crediting the employee account.
10. A method for implementing an employee loyalty program comprising:
  - establishing an employee account linked with an employee identification number (ID);
  - determining the employee ID in response to a customer transaction;
  - determining a transaction type in response to the customer transaction;
  - crediting the employee account with a first amount if the customer transaction is of a first type; and
  - crediting the employee account with a second amount if the customer transaction is of a second type.

11. The method of claim 10, wherein determining the employee ID further comprises retrieving the employee ID from a Point of Sale (POS) terminal.
12. The method of claim 10, wherein the first type is creating a new account.
13. The method of claim 12, wherein the second type is using an existing account.
14. The method of claim 10, wherein the employee account may be redeemed for savings bonds.
15. The method of claim 10, wherein the employee account may be applied toward charitable donations.
16. The method of claim 10, wherein the employee account may be redeemed for retail goods.
17. The method of claim 16, wherein the retail goods are chosen from a group including a gift certificate, a gift card, and a vacation package.

18. A machine readable medium having stored thereon executable program code which, when executed, causes a machine to perform a method for implementing an employee loyalty program, the method comprising:

crediting an employee account with a first amount in response to the creation of a new customer account; and

crediting the employee account with a second amount in response to the use of an existing customer account.

19. The machine readable medium of claim 18, wherein the first amount is greater than the second amount.

20. The machine readable medium of claim 18, the method further comprising:

crediting the employee account with a third amount when the new customer account is used again.

21. The machine readable medium of claim 18, wherein the employee account is redeemable for savings bonds.

22. The machine readable medium of claim 18, wherein the employee account may be applied toward charitable donations.

23. The machine readable medium of claim 18, wherein the employee account is redeemable for retail goods.

24. The machine readable medium of claim 18, wherein the employee account is tracked according to an employee identification number.

25. The machine readable medium of claim 18, wherein the employee account belongs to a retail employee.